

WHAT IS CLAIMED IS

1. A composition for topical application to the skin comprising a pearlescent component that is matched to a natural skin tone benchmark shade.

2. The composition of claim 1, wherein said pearlescent component comprises a bismuth oxychloride-containing pearlescent ingredient.

3. The composition of claim 1, wherein said composition has a pigment component that is separately shade-matched to the benchmark shade, wherein said pearlescent component and said pigment component form a blend.

4. The composition of claim 3, wherein said blend is present in an amount about 0.01 wt% to about 50 wt% based on the total weight of the composition.

5. The composition of claim 3, wherein said blend is present in an amount about 0.05 wt% to about 25 wt% based on the total weight of the composition.

6. The composition of claim 3, wherein said blend is present in an amount about 1 wt% to about 25 wt% based on the total weight of the composition.

5 7. The composition of claim 3, wherein said blend is present in an amount effective to provide at least one benefit selected from the group consisting of an illusion of sheerness, even coverage, natural glow, healthy glow, transparent appearance, translucent appearance, luminous appearance, and any
10 combinations thereof.

8. The composition of claim 1, wherein the composition is in a form selected from the group consisting of an emulsion, a powder, a cream-to-powder cosmetic, a gel, a pomade, a solution,
15 stick, suspension, a wet/dry foundation, and any combinations thereof.

9. The composition of claim 8, wherein the composition is said emulsion.

20 10. The composition of claim 9, wherein the composition is in the form of a water in silicone emulsion.

11. The composition of claim 10, wherein said water in silicone emulsion comprises a silicone phase having isododecane.

12. The composition of claim 11, wherein said isododecane
5 is present in an amount about 25 wt% to about 75 wt% based on the total weight of the silicone phase.

13. The composition of claim 9, wherein said emulsion is a foundation composition.

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14. A method for preparing a cosmetic composition for topical application to the skin comprising:

shade-matching a pearlescent component to a natural skin
15 tone benchmark shade to form a shade-matched pearlescent component.

15. The method of claim 14, wherein said shade-matched pearlescent component has a bismuth oxychloride-containing
20 pearlescent ingredient.

16. The method of claim 14, further comprising adding the shade-matched pearlescent component to one or more additional ingredients that form the cosmetic composition.

17. The method of claim 14, further comprising shade-
matching a pigment component to the benchmark shade to form a
5 shade-matched pigment component.

18. The method of claim 17, further comprising blending
said shade-matched pearlescent component and said shade-matched
pigment component to form a shade-matched blend.

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19. The method of claim 18, further comprising
incorporating said shade-matched blend into the cosmetic
composition.

15 20. An improvement to the method of forming a colored
cosmetic composition, wherein said improvement comprises forming
a pearlescent blend component that is shade-matched to a desired
skin color.